

WHAT IS CLAIMED IS:

1. A promotion method by which point information related to predetermined points is shown to a user when a commodity is sold, the user sends the shown point information together with identification information of the user to a center unit, and the center unit stores and manages points corresponding to the received point information in connection with the user and provides a predetermined service to the user on the basis of the stored and managed points, comprising the steps of:

adding a commodity code peculiar to a commodity used to identify the commodity to the point information to be shown to the user, and

selectively processing, by the center unit, points corresponding to point information containing a particular commodity code among the received point information.

2. The promotion method according to claim 1, wherein:  
the commodity is sold by an automatic vending machine, and  
the commodity code is added to the point information in correspondence with a column number in which the commodity is stored in the automatic vending machine.

3. The promotion method according to claim 1, wherein the commodity code is added to the point information in correspondence with a serial number indicated on the commodity.

4. The promotion method according to claim 1, wherein the commodity code is added to the point information on the basis of information on a bar code related to the commodity indicated on the commodity.

5. The promotion method according to claim 1, wherein the center unit compares the commodity code added to the received point information with a particular

commodity code previously stored and, when they agree with each other, adds a predetermined point to points corresponding to the point information containing the commodity code.

6. The promotion method according to claim 1, wherein:

the commodity code peculiar to the commodity for identifying the commodity and information of a date when the commodity is sold are added to the point information shown to the user, and

when the commodity code added to the point information agrees with a predetermined commodity code and the date information added to the point information is within a predetermined period, the center unit adds predetermined points to points corresponding to the point information containing the commodity code.

7. A promotion system by which point information related to predetermined points is shown to a user when a commodity is sold, the user sends the shown point information together with identification information of the user to a center unit, and the center unit stores and manages points corresponding to the sent point information in connection with the user and provides a predetermined service to the user on the basis of the stored and managed points, wherein the system comprises:

point information issuing means for issuing point information to which a commodity code peculiar to a commodity for identifying a commodity to be sold to the user, and

point processing means disposed on the center unit for selectively process points corresponding to point information containing a particular commodity code among the received point information.

8. The promotion system according to claim 7, wherein:

the commodity is sold by an automatic vending machine, and

the point information issuing means issues the commodity code added to the point information in correspondence with a column number in which commodities in the automatic vending machine are stored.

9. The promotion system according to claim 7, wherein the point information issuing means issues the commodity code added to the point information in correspondence with a serial number indicated on the commodity.

10. The promotion system according to claim 7, wherein the point information issuing means issues the commodity code added to the point information on the basis of information of a bar code related to and indicated on the commodity.

11. The promotion system according to claim 7, wherein the point processing means compares the commodity code added to the received point information with a previously stored particular commodity code and, when they agree, adds predetermined points to points corresponding to the point information containing the commodity code.

12. The promotion system according to claim 7, wherein:

the point information issuing means issues point information, to which a commodity code peculiar to a commodity for identifying the commodity and information of a date when the commodity is sold are added, to the user, and

the point processing means, when the commodity code added to the point information agrees with a predetermined commodity code and the date information added to the point information is within a predetermined period, adds predetermined points to points corresponding to the point information containing the commodity code.